

Unknown

From: Dr Richard Sackler  
Sent: Tuesday, January 14, 1997 10:21 PM  
To: Michael Friedman; James J Lang; Dr Paul Goldenheim; Dr Robert Kaiko; Dr Robert Reder  
Subject: Re: Merck-Medco  
Importance: Low



PIC001.PCX

Why don't you guys plan a presentation about addiction that could be given first by RR or BK and eventually by our senior managed health care people.

I think that Paul has a good point, but we should consider that "addiction" may be a convenient way to "just say 'NO'" and when this objection is obliterated, they will fall back on the question of cost.

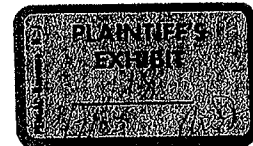
Unless we can give a convincing presentation that c.r. products are less prone to addiction potential, abuse or diversion than i.r. products. I think that this can be done, but I defer to BK and RR and other experts.

Forward Header

Subject: Re: Merck-Medco  
Author: Paul Goldenheim/PHARMA at NotesFO  
Date: 1/14/97 2:42 PM

I am in agreement ( I believe that we all are) that this area is very important, and we have a number of plans underway -- new trials, completed trials, and retrospective examinations of older data. However, the EMail that started this, I think, has little to do with pharmacoeconomics. We need to talk to Medco and others about addiction. In this regard, we have a strong PI and can bring a lot of experience and information to the table.

(Embedded  
image moved Dr Richard Sackler at NORWALK @ CCMail  
to file: 01/11/97 08:27 PM  
PIC001.PCX)



To: Paul Goldenheim/PHARMA, Michael Friedman at NORWALK @ CCMail  
cc: Robert Reder/PHARMA, Susan Rosen/PHARMA, Ron Fitzmartin/PHARMA,  
William Mallin/PHARMA, Dr Robert Kaiko at NORWALK @ CCMail, Ellen  
Ingber at NORWALK2 @ CCMail  
Subject: Re: Merck-Medco

I think that there are two issues here. One is pharmacoeconomics, and there is no doubt that we have to do something about this issue. In

1

CONFIDENTIAL INFORMATION

DEPOSITION  
EXHIBIT  
Sackler 38

PDD9520801620

fact, I believe that we are already running some studies that address this. Paul?

The second issue is the chronic non-malignant pain patient, and his/her right to effective opioid treatment. Paul, where are we on this issue in terms of clinical studies.

We may need to start a campaign to focus attention on the untreated patient in severe pain who is mobilized and given his life back by our products. Paul, Michael, I think that this is something that we should start this year.

All three threads really are entwined into a single skein. We really should work with all three at the same time.

Reply Separator

Subject: Merck-Medco  
Author: Michael Friedman at NORWALK  
Date: 1/11/97 6:45 PM

This is becoming a more common comment. I would not overreact, however, we will need pharmaco-economic arguments.

MF

Forward Header

Subject: Merck-Medco  
Author: James J Lang at NORWALK  
Date: 1/11/97 1:46 AM

Michael

Our success with OxyContin is starting to create concerns amongst the large PBM's as you already know because they recognize we are targeting non cancer pain. This goes beyond their initial perception that it was primarily a cancer pain medication. Below is another example of the problem we are encountering. From a sales perspective we are attempting to deal with this issue. We will however require pharmacoeconomic and quality of life studies to support our efforts and to justify the benefits of OxyContin verses currently used less costly medications.

I think a meeting with Ernie and Tim would be appropriate so they can provide a more first hand view of the number of managed care lives that are at risk if our sales efforts are in effective.

Jim

Jim

Forward Header

Subject: Merck-Medco  
Author: Russell Gasdia at Norwalk  
Date: 1/8/97 10:30 PM

Gentlemen:

This was forwarded by Windell. It goes directly to the issue we discussed earlier this week. As we continue to promote OxyContin in non-cancer pain, the PBMs and MCOs will be forced to look more closely at us and the cost of using OxyContin.

2

CONFIDENTIAL INFORMATION

PDD9520801621

CONFIDENTIAL - SUBJECT TO PROTECTIVE ORDER  
COMMONWEALTH OF KENTUCKY, EX REL. JACK CONWAY, ATTORNEY GENERAL v. PURDUE  
PHARMA L.P., ET AL., CIVIL ACTION NO. 07-CI-01303 (PIKE COUNTY CIRCUIT COURT).

Russ

Forward Header

Subject: Merck-Medco  
Author: Windell Fisher at norwalk  
Date: 1/8/97 7:20 PM

Russ,

Just to keep you in the loop. MHC is actively pursuing this at this point.

WF

Forward Header

Subject: Merck-Medco  
Author: WILLIAM Gergely at NORWALK  
Date: 1/5/97 10:17 PM

Rhys,

Below is a situation at a MCO that is of great concern to the anesthesiologist writing our products for non-malignant pain. Can you give us some help here?

Bill

Forward Header

Subject: Merck-Medco  
Author: Ed Gargas at Sales\_Force  
Date: 1/3/97 10:32 AM

Bill:

I just spoke to two of my pain clinic doctors in Meadville and a question came up about Merck-Medco. Dr. McGinnis showed me 2 letters from the PBM of Merck-Medco in which they were concerned about abuse potential in these patients on our products. 1 patient was on Oxycontin and the other on Ms Contin, both these patients have had extensive work ups and doing very well on our products. Dr. McGinnis was mad about this and he believes in using our products in the chronic non-malignant pain patient. He asked me, "Is Purdue Frederick doing anything to enlighten these folks at Merck-Medco". He is concerned that in the future he will get more pressure from them to not use our products.

Eddie

3

CONFIDENTIAL INFORMATION

PDD9520801622

CONFIDENTIAL - SUBJECT TO PROTECTIVE ORDER  
COMMONWEALTH OF KENTUCKY, EX REL. JACK CONWAY, ATTORNEY GENERAL v. PURDUE  
PHARMA L.P., ET AL., CIVIL ACTION NO. 07-CI-01303 (PIKE COUNTY CIRCUIT COURT).